

expand



Brand Style Guide

Brand: Name

The legal name of the company is Expand Energy Corporation.
However, for brevity and in all subsequent references, please use “Expand Energy.”
Avoid referring to the company as “Expand.”

Brand: Mission and Values

Mission:

Expand energy access and opportunity by disrupting the industry’s traditional cost and market delivery structure.

Core Values:

STEWARDSHIP

Safety and environmental stewardship requires excellence in the ordinary

CHARACTER

Integrity in every action

LEARN

Commit to continuous improvement through humility, curiosity and constant learning

COLLABORATE

Embrace diverse perspectives, confront the brutal facts, and speak with radical candor

DISRUPT

Challenge the status quo to achieve better outcomes for energy consumers

Brand: Color palette

To maintain brand consistency, please use these primary and secondary colors for all print and digital materials. Primary colors should be used in text and main graphic elements. Secondary colors provide color contrast in charts, graphs and tables.

PRIMARY COLORS

<p>CMYK 100,60,0,50 PMS PANTONE 2955 RGB 0,56,108 HEX 00386C</p>		<p>CMYK 0,0,0,0 RGB 255,255,255 HEX FFFFFF</p>
<p>CMYK 100,40,0,10 PMS PANTONE 285 RGB 0,114,180 HEX 0072B4</p>	<p>CMYK 70,20,0,0 PMS PANTONE 284 RGB 51,163,220 HEX 33A3DC</p>	<p>CMYK 75,65,65,85 RGB 13,13,13 HEX 0C0C0C</p>

SECONDARY COLORS

<p>CMYK 3,0,0,15 HEX D3DADE</p>
<p>CMYK 0,5,15,0 HEX FFF2D8</p>
<p>CMYK 0,30,100,0 HEX FDB913</p>
<p>CMYK 0,80,90,0 HEX F15A31</p>
<p>CMYK 50,0,70,5 HEX 80BE73</p>

CMYK color values

The CMYK values are used in process printing (four-color printing) where colors are made from screen percentages of cyan, magenta, yellow and black.

PMS colors

PMS (Pantone Matching System), or spot colors, are provided to outside vendors for printing and specialty items.

RGB color values

RGB colors are for use in Microsoft Office programs. Use these color values for text and graphics in MS-Word, MS-Excel and MS-PowerPoint documents.

Websafe color values

The hexadecimal colors are used in web applications such as CSS stylesheets and html templates.

Brand: Typography

Aptos is Expand Energy's primary typeface.

Aptos – Regular

Aa

Expand Energy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

&!?!%@#*

Aptos – ExtraBold

Aa

Expand Energy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

&!?!%@#*

Aptos – *Italic*

Aa

Expand Energy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

*&!?!%@#**

Aptos – *ExtraBold Italic*

Aa

Expand Energy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

&!?!%@#*

Logo



- › The logo is the main element of Expand Energy’s identity. It should never be changed or altered. The components of the logo should never be separated.
- › The logo should be used as depicted in the guidelines. It should never be decorated, altered, distorted or re-created in any way.
- › Refer to the logo colors and usage section to learn more about how to properly reproduce our logo.
- › The logo must be reproduced from an original electronic file.

To protect the Expand Energy brand and ensure all uses of the company’s logos are consistent with its style and standards, approval is required on all designs using this logo. The process is simple and no forms are required.

Email the design and full details of your request to communications@chk.com.

Logo: Versions

PRIMARY COLOR:

For use on white and light backgrounds.

The primary color logo 'expand' is shown in blue. Below it are three color swatches with their respective color codes:

CMYK	100, 60, 0, 50	CMYK	70, 20, 0, 0	CMYK	100, 40, 0, 10
PMS	PANTONE 2955	PMS	PANTONE 284	PMS	PANTONE 285
RGB	0, 56, 108	RGB	51, 163, 220	RGB	0, 114, 180
HEX	00386C	HEX	33A3DC	HEX	0072B4

WHITE – ONE COLOR:

For use on dark backgrounds when the primary color logo cannot be read and/or multi-colored printing is not an option.



BLACK – ONE COLOR:

For use on white and light backgrounds when the primary color logo cannot be read and/or multi-colored printing is not an option.



Logo: Clear space and minimum size

CLEAR SPACE:

For visibility, impact and overall integrity, it is important to retain a designated clear space around the logo. The minimum clear area around the logo should be equal to the height of an “e” in the logo. Clear space should never be intersected or intruded upon by other graphic objects or an edge.



Logo: Background control

The logo is designed to be used on a white or light background.

When the logo is placed on a black or dark background, use the secondary color or white one color version.

When the logo is placed on a photographic image, the background should always provide sufficient contrast to the logo. Textured backgrounds should never visually compete with the logo.



white background



light background



dark background



reversed on an image

Never place the logo on backgrounds that do not provide sufficient contrast.



Logo: Incorrect use

Incorrect usage of the logo can jeopardize the trademark rights and create confusion in the marketplace. These examples show how the logo should NOT be used:

- > Do not use colors other than those specified by this guideline
- > Do not outline the logo
- > Do not stretch or skew the logo
- > Do not scale the logo disproportionately
- > Do not change the proportions of the elements
- > Do not place the logo within another shape
- > Do not re-create the logo with an alternate typeface
- > Do not create a screened-down version of the logo
- > Do not flip the logo in reverse
- > Do not change the appearance or shape of any elements in the logo
- > Do not combine the logo with any other graphic elements
- > Do not use any element of the logo as a substitute for the corporate identity or company brand name, such as in headlines, titles or text
- > Do not incorporate any element of the logo into another graphic or logo
- > Do not split any element of the logo
- > Do not use the logo as a design device or element, such as in a repetitive or 3-D manner



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